

WORKPLACE DRIVER SAFETY TOOLKIT



An Employer's Guide to Improving Employee Safety Belt Use and Driver Safety

TRAFFIC SAFETY IS EVERYONE'S BUSINESS!

Stark County Safe Communities



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Adapted from "Guidelines for Employers to Reduce Motor Vehicle Crashes" NETS, NHTSA, OSHA (2006)

This document is advisory in nature, informational in content, and is intended to assist employers in providing a safe and healthful workplace environment.

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INTRODUCTION

Employers bear the cost of traffic related injuries that occur both on and off the job. Every 15 minutes someone dies in a motor vehicle crash, every 13 seconds a crash related injury occurs and every 5 seconds a crash occurs.⁶ Many of these incidents occur during the workday or during the commute to and from work. Safety belt use is the number one way to prevent traffic related injury and death. Whether you manage a fleet of vehicles, oversee a mobile sales force, have employees who drive on the job or simply employ commuters, implementing a workplace driver safety program to encourage employees to buckle up can greatly reduce their risk of injury or death and help protect your company's bottom line.

Toolkit Goals

The contents of this toolkit will help employers develop and implement a workplace driver safety program to encourage employee safety belt use and safe driving behaviors both on and off the job. This toolkit can be used for any workplace, regardless of size, number of vehicles involved, travel destination or use of personal, employee or company vehicles.

By applying the recommendations in this toolkit, employers will:

- Create a "driver safety conscious culture" in the workplace
- Implement policies and procedures that support safe driving behaviors
- Increase the employee safety belt use rate
- Reduce distracted driving among employees
- Prevent impaired driving among employees

The following sections provide recommendations and tools for creating an effective workplace driver safety program. These recommendations were adapted from "Guidelines For Employers to Reduce Motor Vehicle Crashes" - a joint publication of the Network of Employers for Traffic Safety (NETS), National Highway Traffic Safety Administration (NHTSA) and the Occupational Safety and Health Administration (OSHA) - a proven guide for helping employers reduce motor vehicle crashes among employees.



Cost of Motor Vehicle Crashes to Employers

Motor vehicle crashes are a leading cause of death and injury for all ages. Crashes on and off the job have far-reaching financial, physical and psychological effects on employees, their co-workers, families, and employers.

Motor vehicle crashes, in the workplace and in the private lives of employees, present significant costs to employers. On average they cost employers \$47.44 billion a year in medical care, legal expenses, property damage, and lost productivity.¹ They drive up the cost of benefits such as workers' compensation, Social Security, private health insurance and disability insurance. They also drive up expenses for company overhead involved in administering these programs.

The average crash occurring on-the-job costs an employer \$24,000. When a worker has an on-the-job crash that results in an injury, the cost to their employer can rise to 64,981. Costs can exceed \$670,000 when a fatality is involved. Off-the-job crashes are costly to employers as well. Production time lost due to off-the-job crash related injuries totaled nearly 1.5 million days in 2013, compared with 155 thousand days lost by workers injured in on-the-job crashes. In a recent year, the economic cost of U.S. highway crashes, excluding the cost imposed on society by travel delays and wage-risk premiums, was \$234 billion. Focusing on preventing both on and off-the-job crashes is worthwhile investment for any employer.¹

The good news is that crashes are largely preventable. Recognizing the opportunity that they have to save lives, a growing number of employers are creating workplace driver safety programs in their companies. No organization can afford to ignore a major problem that has such a serious impact on both the company and the personal lives of employees.

To Do: Calculate cost of crashes involving employees.

Calculate the cost of employee involved Motor Vehicle Crashes to your organization.

Use the “Cost of Crashes to Employers’ fact sheet and worksheet on pages i-ii in the Resource Section of this guide.

Need for Workplace Driver Safety Programs

According to Occupational Safety and Health Administration (OSHA), employers are legally responsible for providing a safe work environment, which also includes motor vehicle safety. The Occupational Safety and Health Act requires employers to comply with hazard-specific safety and health standards, and under the General Duty Clause of the Act employers can be cited for not taking reasonable steps to prevent motor vehicle crashes involving employees in the workplace or on company time.²

Companies need driver safety programs to:

- Save lives and to reduce the risk of life-altering injuries in the workplace.
- Protect the organization’s human and financial resources.
- Guard against potential company and personal liabilities from crashes involving employees while driving on company business.

Benefits of Workplace Driver Safety Programs

Employees are a company’s most valuable asset. Workplace driver safety programs not only make good business sense but are also a good employee relations tool. They show that employers care about their employees. In fact, the Liberty Mutual Insurance Company reported that based on its Executive Survey of Workplace Safety, 61 percent of surveyed business executives believed their companies receive a Return on Investment (ROI) of \$3.00 or more for every \$1.00 they spent on improving workplace safety.

Workplace traffic safety programs are designed to keep employees and those whom they share the road with safe. These programs work to change driver attitudes, improve behavior, and increase skills to build a “driver safety conscious” culture and encourage employees to engage in safe driving practices. By instructing your employees in basic safe driving practices and then rewarding safety-conscious behavior, you can help them and their families avoid tragedy.

Using the Workplace Driver Safety Toolkit

This guide provides recommendations and tools for building a successful driver safety program in the workplace. Successful workplace driver safety programs increase safety belt use, and encourage safe driving behaviors through policies, education, encouragement and enforcement.

These recommendations can be used by any organization, regardless of size, number of vehicles involved, travel destination or whether employees drive company or personal vehicles for work purposes. Following these recommendations will help create a driver safety conscious culture in the workplace, keep employees safe on the road and keep crash related costs to employers as low as possible.

SECTION I: CREATING A “DRIVER SAFETY CONSCIOUS” CULTURE IN THE WORKPLACE

Creating a “driver safety conscious” workplace is the first step in developing a sound workplace driver safety program. Making safe driving a part of an organization’s culture and value system creates an environment where safe driving is expected, supported and rewarded. In “driver safety conscious” workplaces, traffic safety education is readily received and is proven to be more effective in changing employee behavior.

Step 1: Implement Written Policies and Procedures

Written driver safety policies and procedures emphasize an organization’s commitment to reducing traffic-related injury and death, and are effective tools for creating a “driver safety conscious” culture in the workplace.



To Do's: Implementing Written Policies

1. Create a clear, comprehensive and enforceable set of traffic safety policies.
See Sample Workplace Driver Safety Policies on pages v-viii in the Resource section of this guide.
 - A. Examples of workplace traffic safety policies
 - i. Mandatory safety belt use policies
 - ii. Periodic driving record review policies
 - iii. Employee responsible driving contracts
 - iv. Alcohol/drug use policies
 - v. Distracted Driving policies
 - vi. Policies that support the development of work schedules/loads that allow for enough travel time for employees to obey speed limits and drive safety
2. Get employee support and buy-in.
See Section I. Step 2: “Employee Involvement” on page 3.
3. Post policies throughout the workplace, distribute copies periodically, discuss them at company meetings, and integrate them into the orientation process for new hires.
4. Offer employees incentives for sticking to the rules, and point out the consequences of disregarding them.
See Section II. Step 2: “Encourage” on page 7.

Step 2: Employee Involvement—Garner Support from all Levels of the Organization

Ensuring that employees throughout all levels of an organization buckle up and practice safe driving behaviors requires the attention and buy in of top-level management. Senior management can provide leadership, set policies, and allocate resources (staff and budget) to create a “driver safety conscious” culture in the workplace. Actively encouraging employee participation and involvement at all levels of the organization is also good practice and will help the effort to succeed.



To Do's: For Employee Involvement

1. Educate senior management on the importance of safety belt use and safe driving.
2. Think of other ways to garner the support of upper level management.
3. Stress the importance and impact of safety belt use and safe driving to the organization as a whole.

Tips for Building Employee Support (*Minnesota Safety Council*)

- Don't spring a policy on employees as a surprise. This could result in long-term negativity and lack of respect for the policy.
- Hold open meetings with employees to discuss the need for a policy before the policy is implemented. Request feedback (anonymous or open).
- Introduce the policy to all employees only with the support of senior management. Employees must see and hear that top management supports the policy. Employees will sense the level of commitment.
- Have a mix of senior management, front-line supervisors, union representatives and other employees serve as spokespeople for the new policy.
- If unions are involved hold a pre-meeting with the union steward and representatives to gain their support.
- Give employees the opportunity to discuss potential barriers, conflicts, beliefs and their doubts related to the policy.
- Include employees in decision making. Ask them to offer solutions to other employees' objections.
- Employees may have concerns about job productivity. Be clear about management's priority for employee and public safety, and challenge employees to find solutions to productivity issues.
- Involve employees in deciding how to monitor compliance and consequences of non-compliance.
- After policy implementation, communicate positive results to employees. Consider surveying impact on productivity, and share the results. The results are likely to be more positive than people expect.



Step 3: Driver Safety Agreements

Establish a contract with all employees who drive personal or company vehicles for work purposes. By signing an agreement, employees acknowledge awareness and understanding of the organization's driver safety policies, procedures, and expectations and agree to follow them.

To Do's: Employee Safe Driving Agreement

1. Create an agreement that outlines the driver safety expectation and policies your organization has for its employees.
2. Integrate the signing of the agreement into the new hire process.

See Sample Employee Driver Agreement and Receipt of Driver Safety Policy Statement on pages v and viii in the Resource section of this guide.

Step 4: Motor Vehicle Record (MVR) Checks

Check the driving records of all employees who drive for work purposes. Identifying potential hires with poor driving records is important, as they are likely to drive less safely than those with good driving records. Current employee MVRs should be reviewed periodically to ensure that good driving records are maintained.

To Do's: Check Employee Motor Vehicle Records

1. Review MVRs upon hire, following a collision, and notification of a citation. Employee Motor Vehicle Records can be obtained from the Ohio Bureau of Motor Vehicles (BMV). Employee's full name, address, date of birth, social security number, and driver license number are required to make the request.
 - Obtain a 2 year MVR online free of cost. Visit www.bmv.ohio.gov. Go to “Online Services”, then “Request Motor Vehicle Record”.
 - Obtain a 3 year MVR via postal mail or at any Ohio BMV location for a fee of \$5.00. Complete forms BMV 1173 (Record Request) and BMV 5008 (Notarized Written Consent Release of Personal Information). Forms and a list of BMV locations available at www.bmv.ohio.gov.
2. Clearly define the number and/or type of violations an employee/driver can have before losing the privilege of driving for work.

SECTION II: INCREASING EMPLOYEE SAFETY BELT USE AND IMPROVING DRIVER SAFETY PRACTICES

With a "driver safety conscious" culture in place, the stage is set to begin work to improve employee safety belt use and encourage safe driving practices. Successful programs do three things: educate, encourage and enforce. Educate employees on the importance and impact of safety belt use. Use reminders, incentives and rewards to encourage them to turn their new knowledge into action. Lastly, take measures to enforce these new behaviors to help employees maintain them.



Step 1: Educate

Employers have power to protect their business by educating employees about safe driving practices, especially safety belt use. Even experienced drivers benefit from periodic training and reminders about safe driving practices. Provide safety belt and safe driving education for employees throughout all levels of the organization. Give employees the facts about the effectiveness of, need for, and the impact of safety belt use and safe driving practices for both themselves and the company. Education can be offered in many different formats such as all staff meetings, trainings, online learning modules, presentations etc. Use the format best fit for your organization.

To Do: Establish an employee safety belt use rate.

To monitor your progress in increasing employee safety belt use, conduct safety belt surveys at company parking facilities' entrances before and after the education campaign. Safety Belt Surveys are simple, short observational surveys and are easy to perform.

See the Safety Belt Survey instructions and survey form on pages iii-iv in the Resource section of this guide.

To Do: Develop goals and messages for your company's traffic safety education campaign.

The central focus of the education campaign should be to increase employee safety belt use and encourage safe driving. The campaign should educate employees about the need for and life-saving effectiveness of safety belts. Use the Occupational Safety Belt Fact Sheet and Power Point Presentation to help develop messages for your company's campaign.

See : "Examples of Key Messages to include in an Education Campaign" on page x in the Resource section of this guide.

See the "Safe Driving Fact Sheets" on pages xi-xvi in the Resource section of this guide.

The PowerPoint is included in this packet and can be found in line at <http://www.starkcountyohio.gov/sheriff/resources/safe-communities>

To Do: Launch the campaign! Share educational messages with employees.

Educate employees using the safety belt and safe driving messages. There are many effective ways to educate employees, i.e. trainings, presentations, online learning modules, mandatory readings etc. Use the format best fit for your organization.

To Do: Reinforce educational messages using visual reminders and activities.

Keep employees exposed to key campaign messages using posters, magnets, e-mails or other visual reminders and engaging activities. Activities and reminders should motivate employees to act on the information learned during the campaign.

Reminder Idea Starters:

- Post “Click It or Ticket” or “Buckle Up!” or Safe Driving refrigerator and car magnets
- Display “Click It or Ticket”, “Buckle Up!” Or Safe Driving posters in the workplace
- Distribute “Click It or Ticket”, “Buckle Up!” or Safe Driving air fresheners
- Include “Click It or Ticket”, “Buckle Up!” or Safe Driving reminders in e-mails and paycheck stubs
- Post “Click It or Ticket” or “Buckle Up!” Signs or use a “Buckle Up” ground stencil in the employee parking lot

See the “Idea Starters—Activities to Encourage Safety Belt Use” sheet on page ix of the Resource section of this guide for additional suggestions.

Step 2: Encourage

Develop incentive/reward programs to encourage employees to retain and act on the driver safety information from the education campaign. Reward and incentive programs typically involve recognition, special privileges or the use of incentives to motivate employees to reach a pre-determined goal or increase participation in a program.

To Do: Find the right size program.

Incentive/reward programs can be implemented across the organization as a whole or tailored to fit an individual division or workgroup.

To Do: Set a goal for the incentive/reward program.

Examples include: Buckle up for a certain length of time (days, weeks), take additional driver training, buckle up during a random seatbelt survey, signing a safe driving pledge, etc.

To Do: Develop incentives and rewards.

The program is only effective if the employees value the incentives/rewards given. Engage employees throughout all levels of the organization to identify the incentives/rewards.

To Do: Promote the program.

Make employees aware of the program. Include information on how to get involved, earn and use incentives/rewards.

Step 3: Enforce

Safe driving behaviors contribute directly to productivity and the company's bottom line. They are important and should be recognized as such.

To Do: Put policies and procedures in place to encourage, assess and reward safety belt use and safe driving all year round.

Enforcement Idea Starters

- **Include in performance evaluation.** Incorporating seat belt use and safe driving practices into the overall evaluation of employee performance provides a sustained incentive for employees to continue safe driving behaviors.
- **Establish a protocol for handling driving violations. Create a strategy to determine the course of action if a violation of the employee driver safety agreement occurs.** The protocol should provide for progressive discipline if a driver begins to develop a pattern of repeated traffic violations and/or preventable crashes. The system should also describe what specific action(s) will be taken if a driver accumulates a certain number of violations or preventable crashes in any pre-defined period.
- **Monitor the overall employee safety belt use rate.** Conduct periodic safety belt surveys to ensure that the employee safety belt use rate is improving or maintained at an acceptable level. Introduce additional education and encouragement opportunities as needed.

SECTION III: SAFE DRIVING BEHAVIORS & SPECIAL DRIVING GROUPS

Aggressive Driving

Employees commuting to and from work and traveling for work purposes often find themselves caught up in bottlenecks and traffic delays causing them to lose time and reduce their productivity. These situations create a high level of frustration that can spark aggressive driving behaviors. Acts of aggressive driving include excessive speed, tailgating, failure to signal a lane change, running a red light and passing on the right. Employers can take action to help prevent situations that can lead to aggressive driving.

To Do: Take actions to prevent aggressive driving.

1. Factor travel time into employee work loads and schedules. Having adequate travel time reduces the need to speed and drive aggressively.
2. Incorporate tips to prevent aggressive driving into your workplace traffic safety education campaign.

Driving Under the Influence of Alcohol and Drugs

Alcohol is involved in approximately 1/3 of all fatal motor vehicle crashes in the US (NHTSA). That's an average of one alcohol related fatality 53 minutes. It is estimated that 2 in every 3 Americans will be involved in an impaired driving related crash some time in their life. In addition to alcohol, certain prescription drugs, over-the-counter medications, and illegal drugs can affect a person's ability to drive safely. They decrease driver alertness, concentration, coordination and reaction time. Businesses pay a high price for alcohol and drug abuse; alcohol is a contributing factor in many work related traffic crashes. Employers can help protect their employees by putting strong alcohol and drug free workplace policies in place.

To Do: Implement a drug and alcohol-free workplace policy.

Implement a strong drug and alcohol free workplace policy. The policy should include a zero tolerance stance on alcohol involved traffic violations while on company business and address consequences of alcohol related traffic violations incurred during non-work hours.

See the Sample Alcohol & Drug Use Policies on page vi of the Resource section of this guide.

Distracted and Fatigued Driving

Over 3100 people died in 2014 in the US in crashes involving a distracted or inattentive driver, and almost half a million were injured ³. Fatigued or drowsy driving may be involved in more than 328,000 crashes each year, resulting in 109,000 injuries and 6,400 deaths. These numbers represent only the tip of the iceberg since crashes caused by distraction are seriously under-reported. Now, it's more important than ever for employees to be well rested and alert on the road.



To Do: Take actions to prevent distracted and fatigued driving.

1. Encourage employees to exercise, eat well and take appropriate breaks throughout the day to maintain sufficient energy levels to drive attentively and be productive.
2. Adopt a workplace policy on distracted driving.

See the Sample Workplace Driver Safety Policies on pages v-viii in the Resource section of this guide.

Motorcycle Safety

Today motorcycling is more popular than ever. It is likely that many of your employees ride. In fact, motorcycle ownership among the 40 and over age group has significantly increased, and more motorcyclists today have college degrees and work in “white collar” jobs than ever before. To help keep your employees safe on the road, educate motorcyclists on safe riding and encourage motorists to safely share the road with motorcycles.



To Do: Raise awareness about motorcycle safety in the workplace

- Find out how many of your employees ride motorcycles.
- Publish motorcycle safety articles on the company website, intranet or in newsletters.
- Issue motorcycle safety messages using email blasts, payroll inserts, posters, banners, bulletin boards, lobby displays, cafeteria tables, car magnets and parking garage signage.
- Distribute motorcycle safety education materials to employees. (Free materials are available from Stark County Safe Communities.)
- Host an employee Ride to Work Day to encourage employees to safely share the road with their colleagues that ride motorcycles.
- Provide visible, secure and accessible motorcycle parking.

Senior Drivers

As increasing numbers of Americans continue to work beyond the traditional retirement age of 65, the special needs of older drivers become increasingly important in workplace safety. Older drivers often have difficulty responding to traffic hazards and tend to overestimate driving skills. Both are linked to reduced reaction time which naturally accompanies aging. Certain driving situations, such as navigating, intersections, interchanges, reading pavement markings and driving at night may increase the risk of crashing for older drivers.

As the number of older workers increases, so will the number of older workers who drive on the job. Employers should explore ways to give older drivers continued opportunities for employment while ensuring that their safety is not compromised.



To Do: Help ensure senior driver safety.

- Encourage older employees to have their ability to safely drive evaluated by a physician.
- Reduce driving obligations for older employees as necessary and reassign them non-driving duties that they can safely perform.

Teen Drivers

Traffic crashes are the number one killer of teens between the ages of 16 and 20. Historically, this group also has the lowest safety belt use rate and is the most likely to engage in risky driving behaviors such as: speeding, driving under the influence of alcohol or drugs and drowsy or distracted driving. It is important for employers with young workers to actively promote safe driving practices.

A new set of laws, “Graduated Driver Licensing” or GLD laws, proven to help teens have been implemented. GDL laws have caused reductions in crashes, injuries and fatalities for teenage drivers.

To Do: Know and enforce Ohio’s GDL laws.

Learner’s Permit Stage

- Minimum age: 15 years, 6 months
- Minimum holding period: 6 months
- Minimum number of supervised practice driving hours: 50 hours, 10 of which must be at night

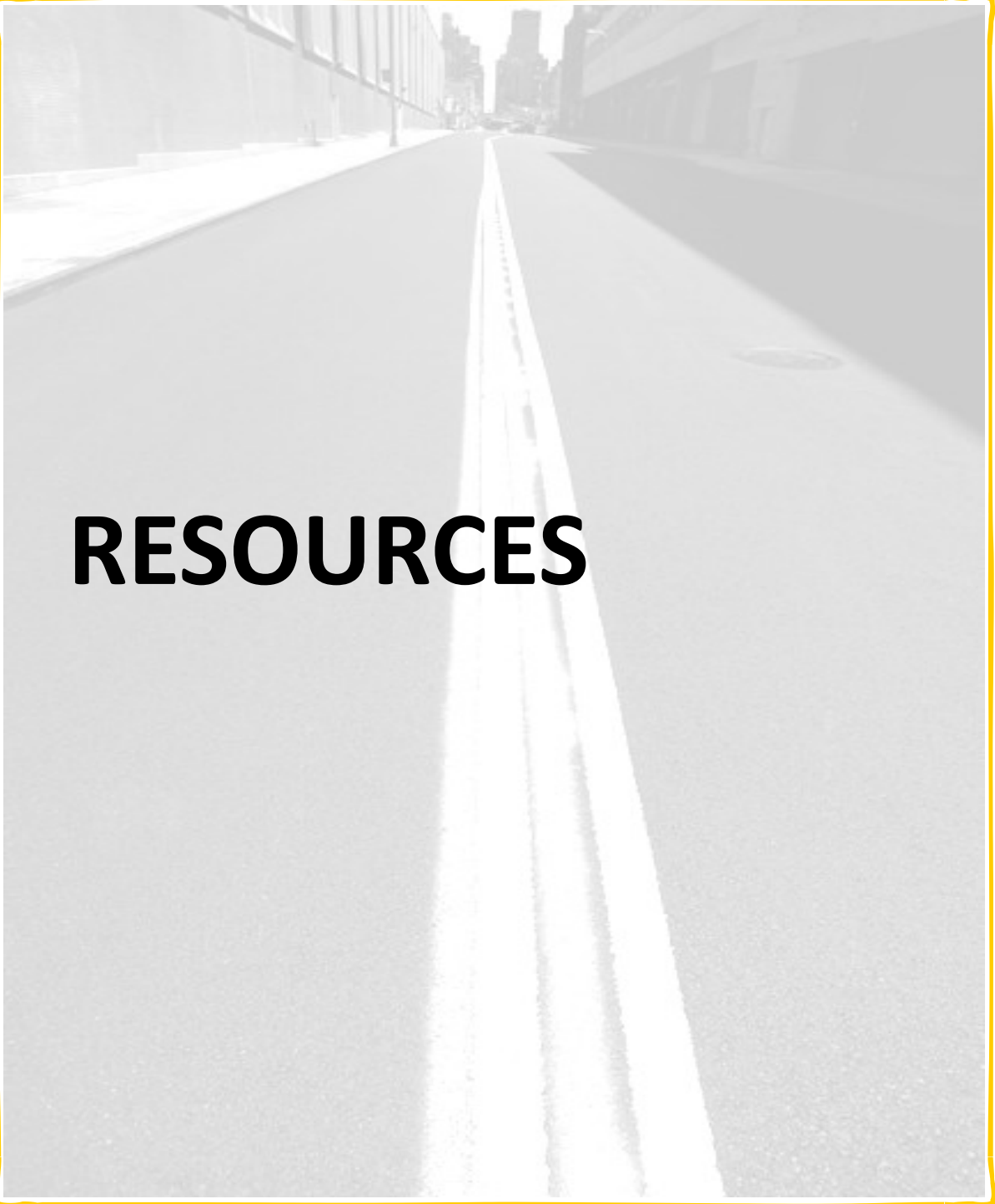
Intermediate (Provisional) Stage

- Minimum age: 16 years
- Nighttime driving: Teen driving restricted between 12:00 a.m.—6:00 a.m. (under 18 during first 12 months with a license); 1:00 a.m.—5:00 a.m. (under 18 after having license for 12 months)
- Passengers: No more than one non family member (under 18 during first 12 months with a license); passengers limited to number of safety belts (under 18 after having license for 12 months)
- Under 18 - All passengers must wear seat belt at all times
- Under 18 - No mobile communication while driving

Unrestricted Stage

- Restrictions lifted at age 18

For more information on Ohio’s Graduated Driver Licensing laws, visit the Ohio BMV at www.bmv.ohio.gov/graduated_dl_teen_laws.stm



RESOURCES

COST OF CRASHES TO EMPLOYERS FACT SHEET

Each year thousands of people are injured or killed in the United States due to predictable and preventable traffic crashes. Driving is something that almost every employee does - whether it's business-related travel during the workday, commuting to and from work, or during off-duty hours. Regardless of when, where, or why an employee is behind the wheel, when a crash occurs, there is an impact on their place of business.

Preventing traffic crashes by encouraging safe driving behaviors will save employees immeasurable pain and suffering and drive down the costs of doing business by decreasing company overhead. While safety is always the bottom line, eliminating crashes also makes good business sense.

With 91 percent of employees in the U.S. commuting to and from work and 18 percent of all motor vehicle trips being work related, employers have an opportunity to make a difference on the nation's roadways by improving safety in their own place of business.

Risk of Being Involved in a Crash

In 2015, there were 6.3 million crashes in the United States that resulted in 35,092 fatalities and 2.44 million injuries.⁶ According to the Ohio Traffic Safety Office during the 5 year period between 2011-2015, there were 47,524 traffic crashes in Stark County resulting in 147 deaths and 17,160 injuries.

The most dangerous part of the day for any employee is the time they spend in their vehicle.

- Every 5 seconds a crash occurs.
- Every 7 seconds a property damage crash occurs.
- Every 13 seconds there is a traffic-related injury.
- Every 2 minutes there is an alcohol-related injury.
- Every 16 minutes a fatal crash occurs in the United States.
- Every 53 minutes an alcohol-related crash fatality occurs.
- Every 120 minutes a pedestrian is killed in a crash.
- Every 4 days an employee dies in a work-related crash.

Motor vehicle crashes are the leading cause of death on-the job. During 2014, 40% of work related deaths were due to a traffic -related trauma (US Department of Labor)

Commuter Profile

The average commuter in the U.S. spends about 26 minutes traveling approximately 15 miles one-way to work. (U.S. Census 2015). In Stark County the average commuter spends approximately 21.5 minutes in their commute to work. (Stark County Census 2015)

- Approximately 95% of employees in the U.S. (97% in Stark County) commute from home to work
- 85.8% of employees in U.S. (94% in Stark County) use their personal vehicle
- 76.4% of employees in U.S. (86% in Stark County) drive alone
- About 3.3 million Americans are "stretch commuters" traveling 50 miles or more one way to get to work.

Cost of Crashes to Employers

The total economic cost of motor vehicle crashes to employers in 2015 was \$47.44 billion, with on-the-job crashes costing \$25.17 billion and off-the-job crashes \$22.27 billion. Below are stats on the average cost of on-the-job motor vehicle crash to employers (NETS 2015).

- \$24,000 crash (all crashes)
- \$68,000 injury (all injury)
- \$0.045/vehicle-miles traveled
- \$64,981 nonfatal injury
- \$671,515 fatal injury

COST OF CRASHES TO EMPLOYERS WORKSHEET

Use this Costs of Crashes to Employers Worksheet to calculate the cost and impact of crashes involving employees on your organization. The costs associated with implementing a driver safety program are minimal compared to the costs of crashes to your organization.

Instructions:

1. Calculate the cost of one crash

Select one recent crash involving an employee. Use the worksheet to calculate the cost of that crash. This exercise will illustrate the magnitude and complexity of the cost of crashes.

2. Calculate the cost of crashes across your organization

Once you master the worksheet for one crash, you can then apply it to all the crashes experienced in a chosen time frame (e.g., annually) within your organization.

Direct Costs to the Organization

Workers' compensation benefits	\$ _____
Healthcare costs	\$ _____
Increases in medical insurance premiums	\$ _____
Auto insurance and liability claims and settlements	\$ _____
Physical and vocational rehabilitation costs	\$ _____
Life insurance and survivor benefits	\$ _____
Group health insurance dependent coverage	\$ _____
Property damage (equipment, products, etc.)	\$ _____
Motor vehicle repair and replacement	\$ _____
EMS costs (ambulance or medivac helicopter)	\$ _____
Vehicle towing, impoundment and inspection fees	\$ _____
Municipality or utility fees for damage to roads, signs or poles	\$ _____
Direct Total	\$ _____

Indirect Costs

Supervisor's time (rescheduling, making special arrangements)	\$ _____
Fleet manager's time to coordinate vehicle repair, replacement, etc.	\$ _____
Reassignment of personnel to cover for missing employees (less efficient)	\$ _____
Overtime pay (to cover work of missing employees)	\$ _____
Employee replacement	\$ _____
Re-entry and retraining of injured employees	\$ _____
Administrative costs (documentation of injuries, treatment, absences, crash investigation)	\$ _____
Inspection costs	\$ _____
Failure to meet customer requirements resulting in loss of business	\$ _____
Bad publicity, loss of business	\$ _____
Indirect Total	\$ _____

TOTAL \$ _____

OBSERVATIONAL SAFETY BELT SURVEY INSTRUCTIONS

Needs:

- Survey Coordinator
- Surveyors—1 person is needed to survey each parking entrance/exit.
- Survey supplies:
 - Copies of the survey form for each location (enough to survey the location for 1 hour)
 - Clipboards and pens for each surveyor
 - Safety materials for surveyors—reflective vests and badges or cones to mark survey area

Set Up Surveys:

- Surveys will be conducted at the entrances/exits of company parking facilities.
- Determine the period of time during which the surveys will be conducted. Choose a time when the largest volume of employees enter or exit parking facilities.
- Determine the data to be collected: driver only or driver and front seat passenger.
- Conduct an unannounced survey before the start of the campaign to establish a baseline safety belt use rate.
- Conduct surveys during the encouragement and enforcement periods and after the completion of the campaign to monitor progress. Collecting data on more than one date will give a more credible snapshot of safety belt use.

Conduct Surveys:

- Fill in the observer name and indicate the date, start time, end time and location (which entrance, if there is more than one) at the top of the survey form.
- Conduct the observation for the pre-determined length of time.
- Observe employees driving both personal and company vehicles. Exclude commercial vehicles.
- Observe traffic moving in one direction—those entering OR exiting parking facilities.
- Each numbered row on the form represents one vehicle. Start a new form after 60 vehicles have been observed.
- Only count safety belts that are properly buckled as “yes”. If belt is buckled behind the individual’s back/arm, count belt use as “no”.
- If you cannot determine safety belt use, mark it as “ND”.

Calculate the Safety Belt Use Rate:

1. Total the “Yes” and the “No” observations on each page. Exclude “ND” responses.
2. Add the “Yes” and “No” totals from each page to calculate the overall total “Yes” and “No” observations.
3. Add the overall “Yes” and “No” observations to calculate the grand total.
4. Divide the overall “Yes” observations by the grand total to calculate the safety belt use rate.

Repeat the surveys at the conclusion of the “Safety Belt/Safe Driving” campaign to measure progress.

OBSERVATIONAL SAFETY BELT SURVEY FORM

Observer Name: _____

Location: _____

Date: ____/____/____

Start time: ____:____ am/pm

End time: ____:____ am/pm

	Driver		Front Seat Passenger	
	Yes	No	Yes	No
1				
2				
3				
4				
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30				
	TOTAL	TOTAL	TOTAL	TOTAL

	Driver		Front Seat Passenger	
	Yes	No	Yes	No
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				
41				
42				
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51				
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53				
54				
55				
56				
57				
58				
59				
60				
	TOTAL	TOTAL	TOTAL	TOTAL

SAMPLE WORKPLACE DRIVER SAFETY POLICIES

Examples of driver safety policies that your company can adopt are provided below. They may be used as is or modified to fit your company's needs. If your company adopts one of the policies below, as is or in a modified form, please acknowledge the original author or source when given.

Sample Employee Driver Agreement

- I am at least 16 years of age, have a valid Ohio or other state driver license, and possess personal automobile insurance coverage as required by the State of Ohio.
- I have not exceeded two at-fault accident/violations within the last 18 months or have any violation in the last 18 months for drunk driving, driving under the influence of drugs, or reckless driving, or have a reinstated license in effect less than one year after revocation.
- While driving I agree to obey all local, state and federal traffic laws, agree not to drive under the influence of alcohol or any illegal drug, agree not to possess or transport any alcohol, illegal drugs, firearms or weapons, agree to wear a seatbelt and require all passengers to wear a seatbelt, and agree to avoid horseplay, racing, texting, and talking on a cell phone without a hands free unit or other distracting or aggressive behavior.

I have received and read (*Company/Organization name*) driver safety policies and procedures and acknowledge that I clearly understand and agree to uphold them.

Employee name: _____ Date: ____/____/____

Employee signature _____

Sample Safety Belt Use Policy I

(*Company/Organization name*) strives to provide a safe and healthy environment for employees. To achieve this goal, the (*Company/Organization name*) will maintain health and safety programs that give primary importance to protecting employees from occupationally induced injury and illness. To be successful, the program requires participation from all employees. Safety belts must be worn while on (*Company/Organization name*) business or in any (*Company/Organization name*) vehicle that is equipped with safety belts.

Sample Safety Belt Use Policy II

(*Company/Organization name*) recognizes that safety belts are extremely effective in preventing injuries and loss of life. It is a simple fact that wearing your safety belt can reduce your risk of dying in a traffic crash by 45 percent in a car and by as much as 60 percent in a truck or SUV. We care about our employees, and want to make sure that no one is injured or killed in a tragedy that could have been prevented by the use of safety belts. Therefore, all employees of (*Company/Organization name*) must wear safety belts when operating a company-owned vehicle, or any vehicle on company premises or on company business; and all occupants are to wear safety belts or, where appropriate, child restraints, when riding in a company-owned vehicle, or in a personal vehicle being used for company business. All employees and their families are strongly encouraged to always use safety belts and the proper child restraints whenever they are driving or riding in any vehicle, in any seating position.

Sample Safety Belt Use Policy III

SAFETY BELT USE IS MANDATORY. It is *(Company/Organization name)* policy that every operator of our equipment and all occupants of any vehicle must wear safety belts while on company business. This applies to all personally-owned, company-owned, leased, and rented vehicles.

Sample Safety Belt Use Policy IV

All *(Company/Organization name)* employees must wear safety belts at all times while operating company vehicles/equipment in or on which such belts are provided. Removal, cutting, or to any other way render safety belt systems inoperable is strictly prohibited. This policy is entirely for the benefit of users, and its sole aim is to reduce injuries sustained in case of an accident. The safety and protection of persons will more than compensate for the inconvenience of “buckling up.”

Sample Safety Belt Use Policy V*National Safety Council*

(Company/Organization name) employees are required to use safety belts while operating or riding in any motor vehicle. Laws requiring safety belt use have been enacted in 49 U.S. states and in most foreign countries. *(Company/Organization name)* employees are encouraged to ask all occupants in any vehicle to obey these laws and to wear their safety belts.

Sample Alcohol Use (DUI) Policy*National Safety Council*

Driving under the influence of alcohol and drugs is against the law. Therefore: *(Company/Organization name)* reserves the right to terminate an employee immediately if he or she is convicted of driving under the influence.

Sample Alcohol and Drug Use Policy

(Company/Organization name) has a vital interest in maintaining safe, healthy, and efficient working conditions for its employees. Therefore, the consumption of alcohol or illegal drugs by any employee during “duty hours” is prohibited. Duty hours consist of all working hours, including break periods and on-call periods, whether on or off company premises. The consumption of alcohol or illegal drugs while performing company business or while in a company facility is prohibited.

Sample Distracted Driving Policy I*Minnesota Safety Council*

Distracted driving is a serious safety and health risk, not only to you but to others. Some examples of actions which may divert your attention from driving are reading while driving, use of remote internet equipment such as personal digital assistants or wireless e-mail; personal grooming; using cell phones, pagers or beepers; and looking at maps for directions. Employees may not engage in these activities while driving. Employees may not use cell phone (including hand-free) or any mobile electronic devices while operating a motor vehicle. This includes, but is not limited to: answering or making phone calls, engaging in phone conversations, reading or responding to e-mails and text messages, adjusting a Global Positioning System (GPS) and accessing the Internet. These restrictions do not apply to calls made to report an emergency.

Sample Distracted Driving Policy II*National Safety Council*

Of increasing concern to *(Company/Organization name)* is the proliferation of mobile electronics. Numerous studies have demonstrated the use of cell phones and other wireless devices while driving pose a significant safety risk to motorists, their passengers and others on the road. In fact, scientific studies have shown that cell phone use while driving increases the risk of being in a crash 4 to 5 times. Researchers have also found that hands-free devices do not remove this risk because they do not reduce the distraction associated with a cell phone conversation. Studies show that the level of attention blindness during a cell phone conversation is the same with hand-held and hands-free devices.

Therefore: When driving on personal time or company business. *(Company/Organization name)* employees may not use cell phones (including hands free) or any other mobile electronic devices while operating a motor vehicle. This include, but is not limited to, answering or making phone calls, engaging in phone conversations, reading or responding to e-mails and text messages, adjusting a Global Positioning System (GPS), and accessing the internet.

These restrictions do not apply to calls made to report an emergency. In all cases, all cautionary measures should be practiced.

Furthermore, *(Company/Organization name)* employees are required to:

- Pull over to a safe place and put the vehicle in "Park" if a call must be made or received while on the road.
- Pull over to a safe place and put the vehicle in "Park" to make adjustments to a Global Positioning System (GPS) or other navigation devices.
- Consider modifying your voice mail greeting to indicate that you are unavailable to answer calls or return messages while driving.
- Inform clients, associates and business partners of this *(Company/Organization name)* policy as an explanation of why calls may not be returned immediately.

In conclusion: *(Company/Organization name)* is concerned about the safety and well-being of its employees. This is so important that violations of this policy will be considered serious and may result in the imposition of discipline up to and including termination. Attached is a Statement of Acknowledgement that says you have read and fully understand *(Company/Organization name)* policy. Please sign it and return it to your supervisor by (date). If you have any questions regarding this policy please contact your supervisor.

Sample Distracted Driving Policy III

Employees shall not engage in text messaging or other distracting behaviors when driving company or personal vehicles while on company business.

"Texting" or "Text Messaging" means reading from or entering data into any handheld or other electronic device, including for the purpose of SMS texting, e-mailing, instant messaging, obtaining navigational information, or engaging in any other form of electronic data retrieval or electronic data communication.

"Driving" means operating a motor vehicle on an active roadway with the motor running, including while temporarily stationary because of traffic, a traffic light or stop sign, or otherwise. It does not include operating a motor vehicle with or without the motor running when one had pulled over to the side of, or off, an active roadway and has halted in a location where one can safely remain stationary.

Sample Driving Records Review Policy

Driving is among the most hazardous tasks performed by *(Company/Organization name)* employees. Collisions can result in death or disabling injuries to the driver or passengers. In order to maintain the safety of our employees, *(Company/Organization name)* will require a review of all of driving records for all employees who drive on company business:

- Upon hire/assignment,
- Following collision,
- Upon notification of a citation, and
- Upon receipt of a citizen complaint relating to operation of a motor vehicle while on company business.

Sample Driving Record Requirements Policy

Employees and other individuals who are required to drive in order to perform their job duties must have an acceptable driving record. Examples of offenses that may render a driving record unacceptable include but are not limited to:

- Failure to use a safety belt while driving on company business or operating a company vehicle
- List violations that are unacceptable to your company (i.e. DUI offenses, driving under a suspended license, three or more moving violations in the last month...etc)

Authorized drivers shall notify their supervisor of convictions on or off the job.

Sample Acknowledgement of Receipt of Driver Safety Policy

I have received a written copy of *(Company/Organization name)* Driver Safety Policy. I fully understand the terms of the policy and agree to abide by them.

Employee name: _____

Date: ____/____/____

Employee signature: _____

IDEA STARTERS

ACTIVITIES TO ENCOURAGE SAFETY BELT USE

Encouraging employees to put their new knowledge of the life-saving power of safety belts into action is critical to helping them develop continued and consistent safe driving behaviors. Hold events, conduct activities, and use visual cues to remind and motivate employees to buckle up. Here are a few ideas to get things started:

Visual Reminders:

- Hang "Click It or Ticket" or "Buckle Up" banners
- Display "Click It or Ticket" or "Buckle Up" posters around the office
- Use "Buckle Up" ground stencils in employee and public parking facilities
- Install "Buckle Up" signage in employees and public parking facilities
- Distribute "Click It or Ticket" or "Buckle Up" car magnets & window clings for company and personal vehicles
- Distribute car air fresheners with a "Buckle Up" message

(Some of the above listed materials may be available free of charge from Stark County Safe Communities: (330 430-3835) or 207@starksheriff.org)

Activities:

- Include "Buckle Up" reminders in paychecks
- Send "Buckle Up" reminders in e-mails
- Include "Buckle Up" segments in employee newsletters
- Send a letter from the company CEO/President in support of the safe driving campaign
- Include "Buckle Up" segments in intranet/internet postings
- Send safe driving quizzes via e-mail (visit www.trafficsafety.org for more)
- Issue a press release to local media highlighting your company's driver safety efforts
- Driving inspiration - have employees display their inspiration for driving safely at their desks as cards, posters or as the background on their computer
- Encourage employees to change the voicemail greeting on their cellular phones to something like "I'm sorry I missed your call. I am away from my desk or driving. I will return your call as soon as I am safely able to."

Events:

- Hold a Drive Safely to Work Week (visit www.trafficsafety.org for more)
- Hold observational safety belt checks from time to time. Reward employees who buckle up



IDEA STARTERS

EXAMPLES OF KEY MESSAGES TO INCLUDE IN AN EDUCATION CAMPAIGN

The central focus of the education campaign should be to increase employee safety belt use and encourage safe driving. The campaign should educate employees about the need for and life-saving effectiveness of safety belts. Examples of key messages to include in education campaign include:

Crashes Occur Often and Affect Everyone.

Crashes are more common than you think. It can happen to you.

- 1 in 3 people will be seriously injured in a crash in their lifetime
- Most crashes occur within 25 miles of home at speeds less than 45 mph
- Every 4 days an employee dies in a work-related crash in the U.S.
- Crashes are the leading cause of death the workplace
- Crashes are leading cause of work related injury

Crashes Cost Everyone.

- Crashes cost everyone: you, the public and employers
- Crashes that occur off the job cost on the job
- Lack of safety belt use increases crash related costs

When Used Properly, Safety Belts Keep You From Crashing When Your Car Crashes.

- Proper way to wear a safety belt: diagonally across shoulder and chest: low across the hips
- 3 crashes occur in every crash: car crash, human crash, internal crash

Effectiveness of Safety Belts.

- Most effective way to reduce death and serious injury in a crash
- Reduce risk of death by 45% for those in the front seat
- As the most effective safety device in vehicles
- Save nearly 13,000 lives and prevent 325,000 injuries annually in the U.S.
- Reduce chance of ejection by 75%

Safe Driving Behaviors—Impaired Driving.

- Alcohol is involved in over 30% of all fatal crashes
- Alcohol is not the only form of impairment. Other forms of impairment: prescription drugs, marijuana, cell phone use (calls and texting), distracted driving, drowsy driving, aggressive driving....

Employer Driver Safety Expectations

- Policies and programs in place in the workplace to encourage safety belt use

For more ideas for content to include in your company's education campaign:

- See the "Safe Driving Fact Sheets" on pages xi-xvi in the Resource section of this guide
- See the PowerPoint presentation found online at <http://www.sheriff.co.stark.oh.us/SafeCommunity/sc-links.htm>

SAFE DRIVING FACT SHEET

SAFETY BELT USE

Safety Belts: Your Single Most Effective Safety Step

Safety belts are the single most effective traffic safety device for preventing death and injury, according to the National Highway Traffic Safety Administration. Wearing a seat belt can reduce the risk of crash related injury by 50 percent.

Safety belts save lives:

- Safety belts saved more than 13,941 lives in 2015. Between 2010 - 2014 an estimated 63,000 lives were saved by a seat belt, enough to fill a football stadium.
- Forty-nine percent of passenger vehicle occupants killed in 2014 were unbelted. NHTSA estimates 2,814 additional lives could have been saved in 2014 if they had been wearing a seatbelt when the crash happened.

How to Wear a Safety Belt

(For adults and children who are at least 8 years old.)

Lap Belt:

- Be sure the belt is snug. Slack allows room for movement before or during the crash, increasing the risk of spinal cord or head injury.
- Be sure the belt is flat. A twisted belt concentrates the stress on a small body area, increasing the likelihood of injury.
- Sit with your seat back upright. If the seat is reclined, you can slide under the belt, strike the dashboard or front seat and increase the possibility of abdominal injuries.
- Sit back deeply in the seat.

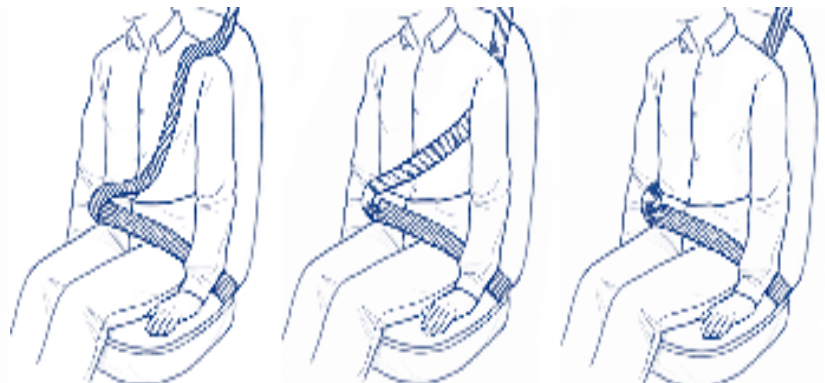
Shoulder Belt:

- Be sure the belt is snug. Too much slack could result in facial and chest injuries.
- Wear the belt over the shoulder, across the collarbone and diagonally across the chest.
- Do not wear the belt under the arm. The collarbone is strong enough to distribute the crash forces, but the ribs are likely to break and puncture the lungs, heart, liver or spleen that lie beneath them.
- Do not wear the belt in front of the face or neck.

Correct Way to Wear a Safety Belt



Incorrect Ways to Wear A Safety Belt



Safety Belt Myths and Facts

Myth: I am a cautious driver and my reflexes are great. I won't get into a crash.

Truth: Motor vehicle crashes are the leading cause of preventable death and injury in the United States. Crashes cause about 36,000 deaths a year and affect any age and type of driver. In addition, teen drivers are at special risk of crashing. Teens bring to the road a unique mix of inexperience, distraction, peer pressure and tendency to underestimate risk.

Myth: I don't need to wear a safety belt if I have air bags in my car.

Truth: Safety belts should always be used, even in a vehicle with air bags. Air bags are a supplemental form of protection and are not intended to replace airbags. Airbags and safety belts work together to provide maximum protection. The airbag creates a cushion between the body and the steering wheel, dashboard and other hard surfaces in the vehicle. The safety belt provides support, prevents ejection and restrains the body to allow the airbag to deploy without injuring the occupant.

Myth: Safety belts will hurt you in a crash.

Truth: When worn properly, safety belts seldom cause injuries. If they do, the injuries are usually surface bruises and are generally less severe than would have been the case without a belt. Without the belt, you could be thrown out of the vehicle and severely injured. It is true that sometimes the force of a crash is so great that nothing can prevent injuries. Studies have consistently shown that injuries in most serious crashes would have been much more severe had safety belts not been worn.

Myth: I'll be trapped if I have a belt on in a fire or under water.

Truth: Less than 1% of all injury crashes involve fire or water. If fire or water does happen, wearing a safety belt can save your life. In a fire, detach the belt and escape the vehicle. In the event of vehicle submersion, wearing a safety belt can assist your escape by stabilizing your body as you try to open a door or break a window.

Myth: I have a better chance of living if I'm thrown clear in a crash.

Truth: Safety belts are designed to stop you with the car. They work because they prevent bodily trauma that can result from being thrown into, against an object or from the car. The chances of being killed are almost 25 times higher if you're thrown from the car. The forces in a crash can be strong enough to throw you 150 feet (about 15 car lengths). Being thrown safely clear in a crash is almost impossible. You may be thrown through the windshield, scraped along the pavement, or even crushed by your own or a passing vehicle. In a crash it is best to stay inside the vehicle, securely held by your safety belt.

Myth: I'm not going far. I'll drive slow.

Truth: More than 80% of all crashes occur at speeds less than 40 mph. Deaths have happened at speeds as low as 12 mph. That's the speed you drive in a parking lot. In addition, 3 out of 4 deadly crashes occur within 25 miles of home.

Myth: Choosing not to buckle up only affects me.

Truth: Everyone is affected when people are hurt or killed in crashes. Each crash-related death costs our nation over \$1.1 million annually in wages and productivity loss, medical expenses, administrative expenses, property damage and uninsured employer costs if crashes involve workers. Each disabling crash-related injury costs about \$65,000. These figures do not account for non-economic losses, such as the pain and emotional turmoil of victims and/or survivors.

Source: National Safety Council

http://www.nsc.org/safety_road/DriverSafety/Pages/SeatBelts.aspx

http://www.nsc.org/safety_road/DriverSafety/Documents/How%20To%20Wear%20A%20Seat%20Belt.pdf

SAFE DRIVING FACT SHEET

AGGRESSIVE DRIVING

As traffic congestion continues to grow, motorists commuting to and from work and traveling for business purposes often find themselves caught up in bottlenecks and significant traffic delays, wasting time and reducing their productivity. These situations create a high level of frustration and can spark aggressive driving. To help employees prevent aggressive driving, remind them that their primary responsibility is to drive safely.

Safety Facts for the Road

- A major reason for increased traffic congestion is that our highway system has not kept pace with the growing demands placed on it. Since 1970, the number of drivers increased by 64%, while the roadway system increased by only 6%.
- Many Americans believe aggressive driving is on the rise and worry about the behavior of other drivers, but admit to engaging in aggressive driving themselves.
- A substantial number of the 6.3 million crashes that occur each year are estimated to be caused by aggressive driving.
- Overly frustrated drivers are turning their cars into extensions of their homes and offices, creating a dangerous distraction on the road that fuels other drivers to drive aggressively.

Drive Focused. Stay Safe. Avoid Aggressive Driving.

- Correct personal unsafe driving habits that are likely to endanger, antagonize or provoke other drivers.
- Keep your cool in traffic; be patient and courteous to other drivers and don't take their actions personally.
- If you think you have a problem, seek help. Look for anger or stress management classes or self-help books.
- Reduce your stress on the road by allowing plenty of time to reach your destination, plan your route in advance and alter your schedule or route to avoid busy roads.
- If despite all your planning, you're going to arrive late, accept it and avoid aggressive driving.
- Make every attempt to safely move out of an aggressive driver's way. If a hostile motorist tries to pick a fight, do not make eye contact and do not respond. Ignore gestures and refuse to return them.
- Report aggressive driving to the police. Provide a vehicle description, license number, location and the direction of travel. Call the Ohio State Highway Patrol to report aggressive driving at 1-877-7-PATROL (1-877-772-7765).

Are you “just driving like everyone else” or are you driving aggressively?

The Nerves of Steel Survey is a national survey that reveals how Americans define aggressive driving.

IS THIS ACT AGGRESSIVE?	
Tailgating	95%
Making rude gestures	91%
Passing on the shoulder	90%
Pulling into parking space someone else is waiting for	88%
Failing to yield to merging traffic	85%
Flashing high beams at the car in front of you	74%
Waiting until the last second to merge with traffic on the highway	66%
Changing lanes without a signal	66%
Driving through a yellow light that is turning red	62%
Honking the horn	53%
Double parking	53%
Driving 10 mph or more under the speed limit	27%

The Steel Alliance, 2002

SAFE DRIVING FACT SHEET

DISTRACTED DRIVING

Longer commutes, an increase in heavy traffic and the availability of in-vehicle technology are all factors that result in driver distraction. More time in your vehicle results in less time at home and on the job, causing drivers to feel the pressure to multi-task to keep up with their responsibilities. Countless distractions tempt drivers to forget that their primary responsibility is to drive focused and stay safe.

Safety Facts for the Road

- Distracted driving is estimated to be a factor in between 25 to 30% of all traffic crashes - that's 4,000 or more crashes a day.
- Events inside and outside the vehicle can distract a driver. Adverse roadway and weather conditions require a driver's full attention.
- While taking one's eyes off the road presents obvious risks, activities that take a driver's mind away from driving are just as risky.
- A driver's ability to manage distractions varies widely and can change from day-to-day depending on their level of stress and fatigue.
- Distracted drivers fail to recognize potential hazards in the road and react more slowly to traffic conditions, decreasing their "margin of safety."
- Research suggests that distracted driving increases the risk of rear-end and single-vehicle crashes.

Do you know when you're driving distracted?

- Has a passenger in your car screamed or gasped because of something you did or did not do?
- Did you run a stop sign unintentionally?
- Have you slammed on your brakes because you didn't see the car in front of you stop?
- Do you have trouble remembering driving from one place to another?

Did you know that even the most routine activities are potentially distracting while driving?

ACTIVITIES DRIVERS ENGAGE IN WHILE DRIVING	
Talking to passengers	96%
Adjusting vehicle climate/radio controls	89%
Eating a meal/snack	74%
Using a cell phone	51%
Tending to children	41%
Reading a map/publication	34%
Grooming	19%
Preparing for work	11%

PARTICIPATION IN DISTRACTING ACTIVITIES WHILE DRIVING FOR WORK OR FOR PERSONAL PURPOSES	
Personal purposes	57%
Work purposes	25%
Both equally	14%
Don't drive for work	2%
Don't know	3%

(NETS DISTRACTED DRIVING SURVEY)

Drive Focused. Stay Safe. Avoid Distracted Driving.

- Safe driving practices require that you constantly search the roadway ahead for situations that could require you to take quick action.
- Recognize that driving requires your full attention.



SAFE DRIVING FACT SHEET

DROWSY DRIVING

A driver's number one responsibility is to get themselves and their passengers to a destination safely. When behind the wheel, remain alert and focused. At 55 mph, a vehicle travels the length of a football field in 3.7 seconds. This is no time for a "mini" snooze. Being an alert driver, and looking out for the driver who isn't, is increasingly important. Drive focused. Stay safe.

Safety Facts for the Road

- Drowsy driving causes more than 328,000 crashes each year, resulting in 109,000 injuries and as many as 6,400 deaths.³
- Crashes caused by drowsy driving are often serious crashes and occur most often on high-speed rural high-ways when the driver is alone.
- Drowsy driving can happen to anyone. A National Sleep Foundation study revealed that 60% of adults reported having driven while drowsy and 37% reported having fallen asleep while driving within the past year.

Drive Focused. Stay Safe. Avoid Drowsy Driving.

- Be aware of your behavior and the behavior of others on the road during the late night, early morning and mid-afternoon hours when drowsy driving crashes are most likely to occur. Plan a rest stop during these hours.
- Get a full night of rest before driving. If you become tired while driving, stop. A short nap (15 to 45 minutes) and consuming caffeine can help temporarily.
- Stop at regular intervals when driving long distances.
- Get out of the car every 2 hours to stretch and walk briskly.
- Set a realistic goal for the number of miles you can safely drive each day.
- Avoid taking medications that cause drowsiness when driving.

Do you know when you're driving drowsy?

SOME WARNING SIGNS OF FATIGUE
You can't remember the last few miles driven
You hit a rumble strip or drift from your lane
Your thoughts are wandering and dis-connected
You yawn repeatedly
You have difficulty focusing or keeping your eyes open
You tailgate or miss traffic signs
You have trouble keeping your head up
You keep pulling your vehicle back into the lane

If you're tired and are in danger of falling asleep, then you cannot predict when a "mini" sleep may occur. A driver cannot react to road dangers when tired. Getting enough sleep will not only help you feel better, it can save your life.

SAFE DRIVING FACT SHEET

IMPAIRED DRIVING

On our congested roadways, it's more important than ever to drive with a clear head and a sharp focus. Make it a life-governing rule not to drive when you've had too much to drink. On average, a driver makes over 200 decisions per mile, so it's critical that a driver make the decision to drive alert before getting behind the wheel. Not only will you be a safer driver but you will be in a much better position to defend yourself from the driver who doesn't make that choice. Drive focused. Stay safe.

Safety Facts for the Road

- Alcohol impaired driving accounts for about 33% of fatal crashes.
- About 2 in every 3 Americans will be involved in an alcohol-related crash at some time in their lives.
- Nearly 1.5 million people are arrested each year for driving while intoxicated (DWI). Two-thirds of all drivers arrested for DWI are first time offenders.
- A DWI/DUI conviction on a person's driving record may prevent them from getting a job, receiving a promotion or even result in a job loss.
- Many companies have corrective action programs that suspend company driving privileges for a DWI/DUI violation.
- Nine out of 10 insurance companies automatically cancel the policy of a driver convicted of a DWI/DUI violation. Consequently, the driver must find a high-risk insurance company and face substantial rate increases.

Drive Focused. Stay Safe. Avoid Impaired Driving.

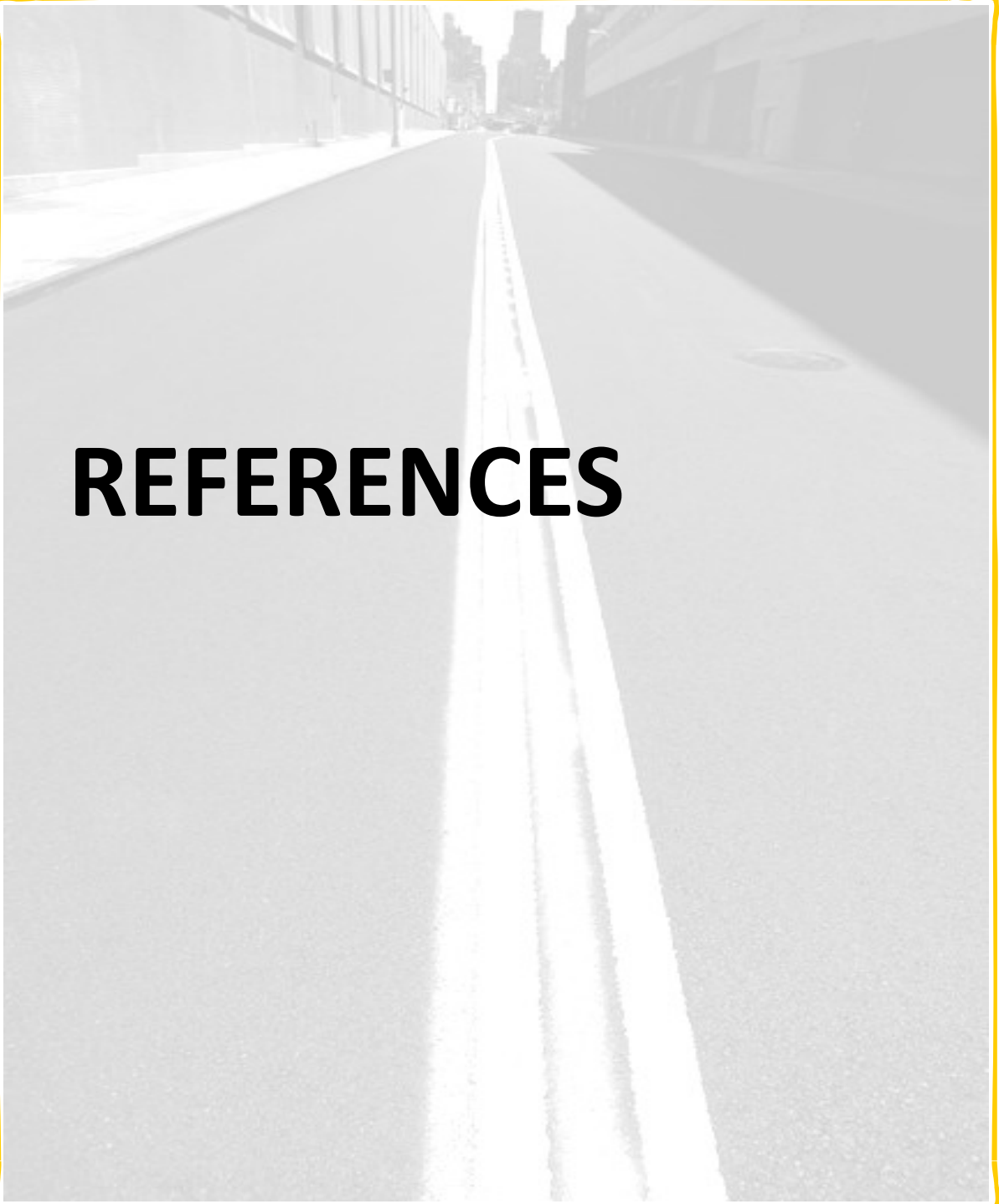
- Alcohol involvement is highest at night (9 p.m. to 6 a.m.), on weekends and on holidays.
- Driving skills, especially judgment, are impaired before most people show visible signs of drunkenness.
- Celebrations are a part of our lives and sometimes they include alcohol. They should not however, involve impaired driving.
- Designate a sober driver before the party starts.
- Be the kind of co-worker who will take the keys if someone has had too much to drink.
- If you're impaired, make the safe choice—ride with a sober friend or family member. Making the safe choice could save your life.

Can you spot an impaired driver on the road?

SOME WARNING SIGNS OF AN IMPAIRED DRIVER
Drivers under the influence of alcohol often display certain characteristic driving behaviors. Keep these in mind to avoid a dangerous situation
Weaving, swerving, drifting or straddling the center line.
Driving on the wrong side of the road
Driving at a very slow speed
Stopping without cause or braking erratically
Turning abruptly or responding slowly to traffic signals
Driving with the window down in cold weather
Driving with headlights off at night

If you spot an impaired driver, stay a safe distance from their vehicle. Call 1-800-GRAB-DUI to alert the police that there is an unsafe driver on the road.

buzzed
driving is
drunk
driving
designate a sober driver



REFERENCES

REFERENCES

The content of this guide was adapted from: "Guideline for Employers to Reduce Motor Vehicle Crashes" - a joint publication of the Network of Employers for Traffic Safety (NETS), National Highway Traffic Safety Administration (NHTSA) and the Occupational Safety and Health Administration (OSHA, 2006) unless otherwise noted.

The document can be accessed at http://www.osha.gov/Publications/motor_vehicle_guide.pdf

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